

**REMARKS**

Claims 1-4, 6-13 and 15-44 are pending in this application. By this Amendment, the specification, claims 1, 6-7, 10, 12-13, 15-16, 18-19, 21, 31 and 41-43 are amended. Various amendments are made to the claims for clarity and are unrelated to issues of patentability.

Applicant gratefully acknowledges the Office Action's indication that claims 23-30 are allowed.

The Office Action rejects claims 1-4, 10 and 13 under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0060211 to Chern et al. (hereafter Chern) in view of U.S. Patent Publication No. 2002/0080063 to Bloebaum et al. (hereafter Bloebaum). The Office Action also rejects claims 41 and 42 over Chern in view of Bloebaum and U.S. Patent 6,681,109 to Leifer. The Office Action rejects claims 31-32, 36, 37 and 40 under 35 U.S.C. §103(a) over U.S. Patent 6,256,498 to Ludwig in view of Bloebaum. Still further, the Office Action rejects claims 6-9, 11-12 and 15-22 under 35 U.S.C. §103(a) over Chern in view of Bloebaum and U.S. Patent 6,603,832 to Kesanupalli. The Office Action also rejects claim 43 under 35 U.S.C. §103(a) over Chern, Bloebaum, Kesanupalli and Leifer. The rejections are respectfully traversed.

Independent claim 1 recites searching a database of information for content corresponding to a particular business, a particular building or a particular public place of a current location of a mobile terminal determined by location tracking when information content is requested by the mobile terminal. Independent claim 1 also recites transmitting the searched content to the mobile terminal, the transmitted content including conversation multimedia

relevant to the particular business, the particular building or the particular public place of the current location.

The applied references do not teach or suggest these features. More specifically, the primary reference of Chern does not teach or suggest searching a database of information for content corresponding to a particular business, a particular building or a particular public place of a current location of a mobile terminal as well as transmitting content including conversation multimedia relevant to the particular business, the particular building or the particular public place of the current location. At best, Chern discloses providing information such as map information, driving information, location information as described in paragraph [0027]. Paragraphs [0051] and [0053] also describe obtaining data or information requested from a database. This data may include locations of restaurants, gas stations, hotels or other facilities or service near the user. However, these sections of Chern do not relate to conversation multimedia relevant to a particular business, a particular building or a particular public place of a current location of a mobile terminal. Accordingly, independent claim 1 defines patentable subject matter.

Independent claim 10 also defines patentable subject matter for at least similar reasons. That is, independent claim 10 recites searching a specific multimedia data stored in a memory that corresponds to the registered final location when the mobile terminal requests a multimedia service at the registered final location. Independent claim 10 also recites transmitting the multimedia data to the mobile terminal where the transmitted multimedia data including English

conversation multimedia phrases relating to a plurality of conversations at one of a business, a building or a public place corresponding to a location of the tracked specific mobile terminal.

Chern does not teach or suggest transmitting multimedia data including English conversation multimedia phrases relating to a plurality of conversations at one of a business, a building or a public place. That is, as discussed above, Chern does not relate to a business, a building or a place or to English conversation multimedia phrases relating to a plurality of conversations. The Office Action admits that Chern and Bloebaum do not specifically teach English language conversational phrases. See, for example, page 10, lines 8-9 of the Office Action. On that page, the Office Action appears to assert that Kesanupalli teaches English language conversation. However, Kesanupalli does not teach or suggest English conversation multimedia phrases relating to a plurality of conversations. Additionally, Kesanupalli does not teach or suggest English conversation multimedia phrases relating to a plurality of conversations at one of a business, a building or a public place corresponding to a location of the tracked specific mobile terminal. Accordingly, the applied references do not teach or suggest all the features of independent claim 10. Thus, independent claim 10 defines patentable subject matter.

Independent claim 18 recites storing a plurality of English language conversational phrases as multimedia data corresponding to a plurality of situations of a plurality of specific locations, determining a specific location of a mobile terminal in accordance with a location tracking procedure when the mobile terminal requests an English conversation service, and determining which one of the plurality of specific locations corresponds to the specific location

of the mobile terminal. Independent claim 18 also recites transmitting an English language conversational multimedia phrase corresponding to a plurality of conversations relevant to the specific location of the mobile terminal.

The Office Action again relies on a combination of Chern, Bloebaum and Kesanupalli to find the features of previous claim 18. For at least the reasons set forth above, Kesanupalli does not teach or suggest a plurality of conversations relevant to the specific location of the mobile terminal as recited in independent claim 18. Thus, the applied references do not teach or suggest transmitting an English language conversational multimedia phrase corresponding to a plurality of conversations relevant to the specific location of the mobile terminal. Thus, independent claim 18 defines patentable subject matter.

Still further, independent claim 31 recites a service server to store content information including a plurality of English conversational multimedia phrases relating to a plurality of conversations relevant to a specific business, building or public place, and provide the content information to the at least one mobile terminal in accordance with the current tracking information of the at least one mobile terminal. For at least similar reasons as set forth above, the applied references do not teach or suggest all these features of independent claim 31. Thus, independent claim 31 defines patentable subject matter.

Each of the dependent claims depends from one of the independent claims and therefore defines patentable subject matter at least for this reason. In addition, the dependent claims recite features that further and independently distinguish over the applied references.

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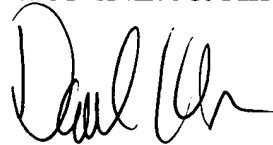
Docket No. K-0369

### **CONCLUSION**

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of claims 1-4, 6-13 and 15-44 are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney, **David C. Oren**, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
FLESHNER & KIM, LLP



David C. Oren  
Registration No. 38,694

P.O. Box 221200  
Chantilly, Virginia 20153-1200  
(703) 766-3701 DYK:DCO/kah  
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**Please direct all correspondence to Customer Number 34610**